

Jacopo Cargnel

UX Lead / UX Manager

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ABOUT ME

My vision on UX Design

I love to simplify things, complex processes and interactions. My ideal design is clear, linear, well addressed and prioritized according to users' needs.

I actively work for a functional design approach. Apps and websites should be primarily service touchpoints, clear and simple.

My Skills

I have **multi years experience** of all the different steps of the **design process**, i planned and ran small **user research activities**, concept design creation, using mapping tools and **wireframing** both lo-fi for early project stages and hi-fi. I'm particularly experienced in **planning design activities, managing design teams** and executing with high standards **complex design projects**, including creation of Design Systems. I'm effective in **stakeholders management** and in the presentation of ux / service design deliverables. I apply a **product management** approach to my design work. i have delivered several **AGILE** projects.

Publications & Talks

"Ux is all about sales"

Article on UXPlanet

"Design, Cultures and Companies"

Talk at UX Vienna evening

"Cross Cultural, Multilingual, Localized, Global Design."

Talk at Digital Entity studio

WORK EXPERIENCE

DigitalEntity (an NTT DATA Design Studio) from 2013

MAIN ASSIGNMENTS:

> UniCredit CEE Division (Vienna, Austria) 2015-2020

During this assignment I have been the outsourced **Ux Manager** for the Public Website and **Mobile Banking App** of UniCredit CEE. I coordinate a **multi-skilled design team** (ux/ui designers front-end developer, content strategist). I actively support the **Product Managers** in defining the UX strategy, manage and ensure quality of design deliverables, preparing and running user tests and workshops, defining **data-driven initiatives**, present and **negotiate** initiatives and choices with the business stakeholders (Management, local Banks, IT Dept,...)

Main achievements:

- Public Website: +36% Cash Loan Leads (sept 2018 - jan 2019)
- Public Website: -89% search of "Contacts" after redesign of the Contacts section to increase visibility (jul 2017 - jul 2018)

[ux management](#), [ux lead](#), [banking](#), [agile](#), [unicredit](#), [cee countries](#)

> Valentino Fashion Group - 2014

I worked as a **lead UX Designer** on the design and implementation of a new responsive **Intranet Platform** with social contents (working groups, file sharing platform, instant messages platform, ...)

I proposed and designed an advanced tool for employees, where they could see in a simple view their salary slip entrance and exit times, ask and approve holidays and permits, integrated with HR tools already in use.

[ux lead](#), [ux project management](#), [fashion](#), [valentino](#)

> Unes Supermarkets - 2014

I worked as a **UX Project Manager** for a **Click&Collect e-commerce Platform** for UNES (Website + Mobile App).

My team was composed by one senior ux designer, one junior ux designer, one digital strategist and one visual designer.

My Managerial style

I always give the first high-level direction to the team. Then, i delegate tasks according to competences, trying to exalt and leverage on personal and professional skills. I adopt a mentoring and protective approach towards my team. With external stakeholders and direct reports I'm not afraid to say "no" when I'm not convinced of something, but always in a constructive way and respecting hierarchies and roles. I actively work to find the best solution for users, not to create problems or affirm positions or principles.

Languages i speak

Italian (native)
English (full working prof.)
German (C1)

Software I use

Sketch
Axure
Adobe Photoshop
jira
Trello
Mindly
PowerPoint

My Hobbies

Music (Guitar and Piano)
Cars&Motorbikes
UX Design
Product Design
Lighting design
Volleyball
Tennis
Mountainbike
Cinema
Theater
Novels and Books

In this case the front-end code was realized in India. My main responsibilities were the **management of tasks for the design team**, quality control of deliverables and costs and man-days monitoring. I also the **main counterpart** with our client Unes.

[ux lead](#), [ux project management](#), [retail](#), [e-commerce](#), [click&collect](#)

Tùscani Design - from 2012

in 2012 i **founded** a lighting design brand. I **design the products**, direct the engineering and production. I have also designed the e-commerce website and follow the **digital marketing campaigns**.

Sanofi - 2011

During this experience as **UX/UI Designer**, I realized Websites to present pharmaceutical products (e.g. Enterogermina) for Sanofi regions (Austria, Turkey, ...) I worked along the **full "production chain"** of a digital product: collecting requirements from business dept. in the regions, preparing the first **high-level wireframes**, presenting and validating them, **designing the visual concepts**, coding simple **html templates**, assembling the templates into the Cms.

[ux/ui design](#), [html+css](#), [cms wireframing](#), [art direction](#), [sanofi](#), [pharma](#).

Motoguzzi (intern) - 2008

During the first part of my internship i worked at the **Marketing dept.**, mainly preparing product analysis, **benchmarks**, products plans. Then I moved to the **Design center** where i was helping the senior designer in producing visual *maquettes*, **concept proposals**, executive designs for dashboards / graphic decals.

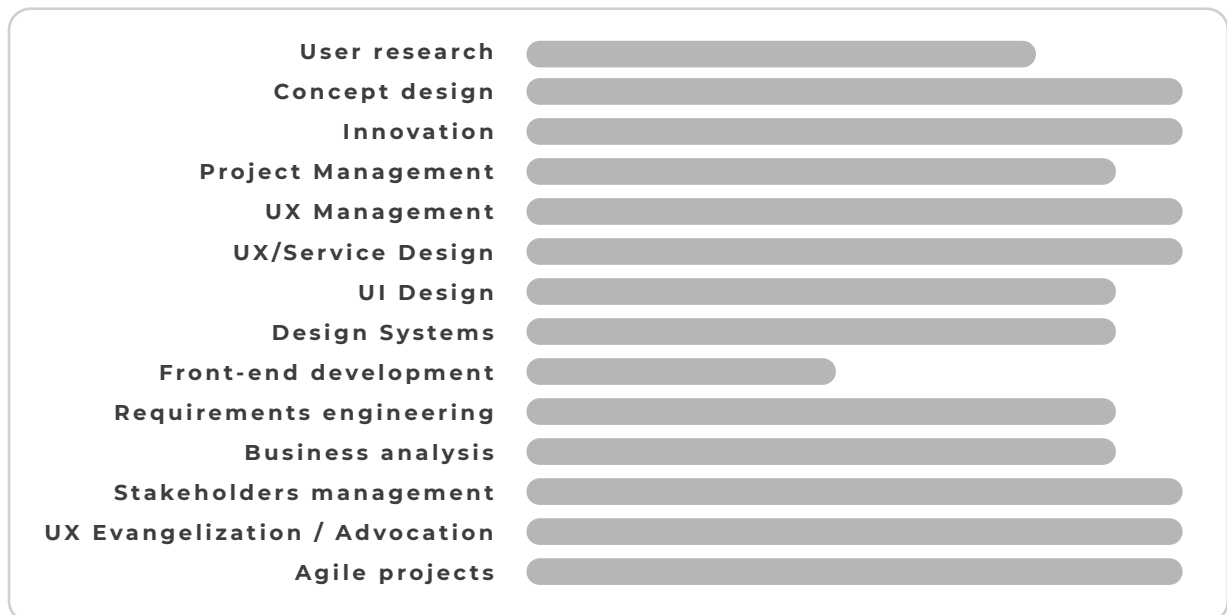
[product design](#), [vehicle design](#), [motorbikes](#), [style](#)

Education

2008 **Product Design** - Master Degree - Politecnico di Milano.
2004 **Product design - Ergonomics** - Bachelor Degree - Politecnico di Milano.
1999 **Scientific High School Diploma** - Lic. Alessandro Volta, Milano.

If you ask me...

HOW WOULD YOU DESCRIBE YOUR PROFILE?



ARE YOU A FRONT END DEVELOPER?

Nope, i'm a designer and design manager. It's like being an Architect or an Architecture Project Manager. Are they able to pile up bricks to build up walls or work with wooden panel or iron pillars? They should be able somehow at some basic level but that's not their job. For sure they should have an idea of how these things work. That's the same for me.

CAN YOU DO VISUAL DESIGN?

Sure i can, but that's not my focus. My mission is to bring more functional simplicity in services and touchpoints. I can work as a UX / UI Designer when a design system is already in place. This means i can assemble screens and user flows by using UI Components and I can create simple visual components.

HOW MANY PEOPLE DID U MANAGE?

Up to 8 ppl, so 2-10 as a range.

WHY ARE U SEARCHING FOR A NEW JOB?

I'm on a continuous growth path. i want to realize myself as a professional and as a person. I want to grow my current position and find new challenges. I feel like i have still much to bring.

WHAT WILL YOU BRING WITH YOU?

My deep knowledge and experience on UX / Service design and Design Management. I will bring my enthusiasm, my pragmatic and problem-solving oriented mindset. I will bring the sense of ownership of tasks and projects which i always transmit and my high quality standards.